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OBJECTIVES

- LO 2-1 Define business ethics and social responsibility and examine their importance.
- LO 2-2 Detect some of the ethical issues that may arise in business.
 LO 2-3 Specify how businesses can promote ethical behavior.
- LO 2-4 Explain the four dimensions of social responsibility.
- LO 2-5 Debate an organization's social responsibilities to owners, employees, consumers, the environment, and the community.

KEY TERMS AND DEFINITIONS

- bribes Payments, gifts, or special favors intended to influence the outcome of a decision.
- business ethics Principles and standards that determine acceptable conduct in business.
- codes of ethics Formalized rules and standards that describe what a company expects of its employees.
- consumerism The activities that independent individuals, groups, and organizations undertake to protect their rights as consumers.

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